

# City College News

GEORGE BROWN COLLEGE

SEPTEMBER 1987

## Ethnic groups need special attention: needs assessment

George Brown has the potential of enriching the lives of thousands of people belonging to cultural and racial minority groups in Toronto - but to do so will take some work.

That's the broad conclusion of a College-sponsored needs assessment of the city's ethnic communities.

Language and cultural barriers are currently preventing many people in these groups from taking advantage of the educational opportunities George Brown offers, says assessment author Maureen Hynes.

"Consultations with members of diverse racial and cultural communities produced a sense of the College holding for these groups a vast resource of training potential - if the College could take on certain changes to make the programs and practices of the College itself more sensitive, flexible and comprehensible," she says.

Primary targets of the study were members of the Chinese, Filipino, Greek Italian, Korean, Polish, Spanish-speaking, South Asian, South-east Asian, West Indian communities and Canada's native peoples.

The needs assessment found that George Brown could help these groups with two kinds of specialized programs:

- English literacy programs - with some geared to the language needs of particular occupations.

- Programs for recent immigrants with skills that they haven't been able to use in Canada - such as Polish nurses, or South American engineers. These programs would orient them to their occupation here and hasten certification when necessary. The College also needs to make currently offered programs more accessible to the ethnic community through outreach programs and more foreign language publications, the interim assessment says.

The study also stresses that particular groups of people within the cultural and racial community have faced larger barriers to College educational

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*UNITED WAY WALKERS - Gray skies and the threat of rain weren't enough to put off this high-spirited group of staff members who kicked-off the College's 1987 United Way campaign with an eight-kilometre walk in downtown Toronto on Sept. 20. Canvassers will be contacting staff at all locations starting Oct. 19.*

## Federal training funds to drop 15%

Federal government purchases of seats in Ontario community college certificate programs are expected to drop 15 per cent next year, according to a federal official.

By April 1, 1988, the amount of money going directly to colleges for training may have fallen 45 per cent in the last three years, says Joan Andrew, Director of Planning and Co-ordination for the Programs Branch of the Canada Employment and Immigration Commission in Ontario (CEIC).

The extent of the federal cuts at George Brown next year will be determined in the coming months by negotiations between federal, provincial and College officials, Andrew says.

George Brown has traditionally been more involved than most other colleges in federally-sponsored training programs. They are the College's second largest source of revenue - after the provincial operating grant.

This year, George Brown is expecting to earn \$9.9 million in direct federal purchases - down from \$14 million in 1986/87 - in a budget of \$86 million.

According to Andrew, the CEIC is spending the same amount of money every year on training in Ontario - about \$160 million - but under the terms of a three-year federal/provincial agreement, it is reducing the amount given directly to colleges and increasing the proportion going to private companies and community-based groups.

Colleges have the opportunity to recoup some of the funding dollars shifted to the private sector and community, but they must compete for training contracts with other institutions and organizations, she says.

This year, George Brown is expected to earn about \$1.6 million in federal revenue in this category through the operation of a

Continued on page 2.

## Students First: a timely initiative



Twenty years ago, a group of men and women began meeting to create a college in Toronto. They began their work without a structure or even a name - simply with the idea of creating an institution where students would receive a high-quality job-oriented education. They put students first.

Now, as we celebrate the 20th Anniversary of the founding of George Brown, it's time for us to reinforce the pre-eminent position students should be taking in our work.

George Brown today is a large and diverse institution: our full and part-time staff numbers over 2,000, the number and variety of programs we offer are tremendous, and our ties with governments, other organizations and institutions are growing increasingly complex.

However, this structure - within which we all work - should not dominate our thinking. We should ensure that it doesn't interfere with our primary purpose as a College - catering to the needs of our students and potential students.

All staff members at George Brown, whatever their positions, share in this responsibility.

From the moment someone - and anyone is a potential student - comes in contact with George Brown (by mail, in person, or by telephone) we must make sure they know their interest in the College is appreciated. We must be friendly, welcoming and prompt with our responses to them.

We must work to minimize the time and inconvenience of enrolling in a program or course. Our first impression to a student, or potential student, should be a positive one.

That positive impression should continue

with an orientation to the campus, academic area, and facilities available to our students.

Our duty to students does not end when they begin classes. We must do everything within our power to ensure that their expectations are met - both for a high quality educational experience and in attention to their needs as important individuals.

We cannot afford to have students flounder in the first few weeks of class, become discouraged, and finally drop out. Students must be made aware of the services available to them - such as counselling and peer tutoring - as well as the goodwill and attention of all College staff.

In essence, students must come first at George Brown in all phases of their time here.

This policy is not only right from an ethical point of view - it makes practical sense as well.

Students are vital to the College. George Brown's institutional stability depends - both in the short-term and in the long-term - on our ability to attract and keep students.

While this has always been the case, the declining number of high school graduates in Ontario lends a certain urgency to the situation. We can no longer sit back and wait for our programs to fill with students automatically. More than ever before, we must value every student or potential student - and that value must be reflected in our treatment of them.

George Brown must adopt a service orientation that puts the needs and interests of students first.

To this end, I've asked Continuing Education and Marketing Dean Bob Struthers to co-ordinate our Students First initiative and to make recommendations accordingly.

I'm confident that George Brown staff at all levels will rise to the challenge of this important initiative. Your dedication, creativity and energy are the most important elements of our campaign to put students first.

## Federal funding

Continued from page 1.

number of programs offered by the Business and Industry Training Division as well as the Community Outreach Department.

Andrew says that under the two-year-old federal Canadian Jobs Strategy, the government is committed to shifting more training to the private sector for several reasons:

- Channelling training money to the private sector should make training programs more responsive to employer needs.
- The private sector can provide on-the-job training opportunities that are not available in colleges. "Studies show that a combination of classroom work and work experience seems more beneficial to people," Andrew says.
- The private sector can often provide more cost-effective training.

Andrew says the federal government is encouraging links between colleges and private business by giving Community Industrial Training Committees - which are local training advisory groups with close ties to colleges - access to more training funds for distribution, and promoting the use of colleges by the private sector for training projects.

Community Outreach Chairperson Terry Dance, whose community-based programs are largely funded under the Canadian Jobs Strategy, says that the College is facing stiff competition from companies and other organizations in bidding on training contracts - and that the cost of providing a program, rather than quality, is sometimes of paramount importance to federal officials.

A soon-to-be-published study of private training programs by Dance and Susan Witter, Associate Dean of Continuing and Developmental Education at Fraser Valley College in British Columbia, finds that private sector training programs are worse for women than institutional or non-profit training because of the job-specific nature of the training they provide and the inconsistent quality of instruction, among other reasons.

"Employers feel that on-the-job training should principally be used to enhance competitiveness, not to re-organize and equalize the distribution of men and women in occupations.... they do not feel it to be their responsibility to commit resources to removing barriers that women may face disproportionately," the authors say.

(See page 4 for a more complete report about the study.)

## Papers sought for 1988 education conference

Written any good papers lately?

The Canadian Society for Studies in Higher Education is seeking papers and suggestions for panel presentations for its

June, 1988 Conference, which is titled: *New Directions for Higher Education: A role for the Community?* Contact Teresa Karolewski (ext. 2341) for information.

## Faculty and support unions vote on new 2-year agreements

Both faculty and support staff locals of the Ontario Public Service Employees Union (OPSEU) at George Brown were scheduled to vote on new two-year contract offers in late September.

Current contracts for the two groups expired on August 31.

Members of OPSEU Support Staff Local 557 were to vote Sept. 24 on a collective agreement that was settled on August 28 in bargaining between a provincial union bargaining team and representatives of the Council of Regents, an advisory group that represents the provincial government.

The support staff bargaining team advocates ratification of the agreement.

Members of OPSEU Faculty Local 556 were scheduled to vote on Sept. 29 on a collective agreement offer from the Council of Regents tabled after talks with mediator Ray Illing ended on Sept. 4.

OPSEU Public Relations Officer Frank Rooney says if the offer is not accepted by union members bargaining sessions are expected to resume.

According to Rooney, the support staff agreement calls for an across-the-board 4.3 per cent wage increase for the first year of the contract, and a 4.4 per cent wage increase for the second year, with a flat 56 cent-an-hour increase for employees up to the third step of Pay Band 7.

It also includes improved dental coverage, including orthodontic treatment, and extended health care, long-term disability and vision care plans, he says.

According to a newsletter published by the negotiating committee of the Council of Regents, the offer made to faculty includes:

- A 4.3 per cent across-the-board salary scale increase in the first year, and a 4.5 salary scale increase in the second year.
- New vision and hearing care plans and expanded dental plan coverage.

The newsletter says faculty bargaining talks ended after 29 days of negotiations, including four with the mediator.

Rooney said the bargaining team did not accept the Council of Regents offer and that OPSEU is recommending rejection of the offer by members.

He said the support staff collective agreement was settled with the help of mediator Gene Swimmer.

By the second year of the support contract, hourly wages will vary from \$9.68 to \$24.39, according to OPSEU calculations.



*THE EGG AND US - Printing Technology student Krista Hinds (left) and Community Worker student Joanne Quesnelle won the egg toss at the Student Administrative Council orientation picnic on Centre Island in mid-September. Their 35-yard toss - and catch - wowed spectators and dozens of other competitors. More than 250 students from all campuses played field games and munched hot dogs at this year's Islandfest.*

## McDonald's staff gets credits from College in deal with hamburger giant

MacDonald's management training programs - including the intensive program at Hamburg U. in Chicago - have been formally recognized by George Brown.

Management employees of the hamburger chain are now eligible for credits in a number of part-time business certificate programs, based on their in-house training.

George Brown is the first Canadian College to establish ties with the company.

The co-operative agreement between the College and the fast food giant is the result of a thorough review of McDonald's Restaurants of Canada's training program, says Yvonne Snider, Co-ordinator of Part-time Studies in the Business Division.

"We went in and reviewed their curriculum; we walked through the entire program. It's very good, very thorough and the facilities are ultramodern. As a result, we're in a position to grant credit toward several of our business program certificates," she says.

The College will review McDonald's curriculum annually, she says.

McDonald's employees, depending on their level of training, can now receive up to three of the six credits required in the Ontario Management Development Program's Business Management and Supervisory Studies certificates and up to two credits in the George Brown Business Management Program.

McDonald's Senior Training Consultant John Eccleston, who called the new agreement "dynamite", estimates about 300 employees in the Toronto area could be eligible for credits.

McDonald's trains about 2,000 people a year in its head office training facilities on Wynford Drive and Eccleston says it's hoped that similar agreements can be made with colleges in other areas of the province, using George Brown as the standard. "We're that pleased with it," he says, adding that McDonald's reimburses its employees for all part-time post-secondary studies.

# Privatization of training: the cost for women

*For the last two years, the federal government has been shifting job training funds from institutions such as community colleges to private companies (see story on page 1). George Brown's Community Outreach Chairperson Terry Dance and Susan Witter, Associate Dean of Continuing and Developmental Education of Fraser Valley College in British Columbia, have examined the effect that shift has had on women. Their findings, which are condensed for inclusion in City College News, will be published by Women's Education, the quarterly magazine of the Canadian Congress for Learning Opportunities for Women.*



Photo: Mike Rubin

"Employers feel that on-the-job training should principally be used to enhance competitiveness, not to re-organize and equalize the distribution of men and women in occupations and the corporate hierarchy...they do not feel it to be their responsibility to commit resources to removing barriers women may face disproportionately."

That quote, from a recent Ontario Ministry of Skills Development paper seems to sum up Dance and Witter's findings on the Canadian Jobs Strategy (CJS) federal training policy.

While Dance and Witter's observations aren't all negative, they paint a bleak picture for unemployed and undereducated women trying to break into an increasingly competitive job market under the CJS. What the authors stress throughout the article is that some women might benefit from CJS programs, but for most they provide no long term solution to their problems.

"We do not believe all employer-based training is bad," they write. However, the problems begin with the level of funding.

Despite increased overall spending by the federal government, "the government has reduced funding for labour adjustment and training programs... from \$2.1 billion in 1985-86 to less than \$1.7 billion in 1987-88."

Not only is the government spending less in this area, they maintain, it's spending priorities have changed. "By 1988-89, most colleges in Canada will have experienced a cutback of 50% in direct federal purchases of training. The dollars are flowing instead to business, industry,

and private consultants and training organizations.

"The federal government's direct purchase of training seats in Ontario's college-based bridging programs dropped by more than 40% from 1985/86 to 1986/87. In Toronto, close to 40 college courses had been cancelled as of August 1987.

"Under CJS, the Job Entry program in Ontario had funded 161 projects as of June 30, 1986. Only 9% of the projects had a college as a managing coordinator. 61% of the projects were managed by profit-making trainers or private vocational schools. 16% were managed by non-profit community groups. In Metro Toronto, nearly 70% of the projects were administered by profit-making firms."

While some private companies, they say, do a good job, several trends have emerged that look grim for women.

The first is the smaller proportion of women than men being trained by employers.

"Under the Canadian Jobs Strategy, women's participation rate is high in programs such as Job Re-Entry and Job Development, but low in two employer-based programs Skills Investment (30.8%) and Skills Shortages (10.3%)."

The second trend the authors cite has to do with what trainees are taught. "On-the-job training tends to address employers' short-term needs... non-transferable skills may be taught which lead to dead-end jobs."

The third trend identified in the article is the tendency for CJS programs to train women for traditional jobs, reinforcing the already existing female job ghetto.

In the largely private sector Job Re-entry Program, 87% of female participants were trained in such traditional fields as clerical, sales, service or health and medicine. Likewise, 84.9% of women in the Job Entry Program received training in clerical sales, service or product fabrication and assembly.

The fourth trend Dance and Witter see emerging is the use of trainees as cheap labour. A small but significant number of employers... appear to have used government funds to maximize their profits," they write. No numbers are given, although a Toronto example is cited.

The fifth trend observed was a lack of proper training on the part of those who deliver the training in the private sector, as well as faulty evaluation mechanisms on the part of provincial governments.

"Individual project officers, to varying degrees, make valiant attempts to check on their projects, but some projects have had as many as five project officers in less than a year. And how many project officers have had training or experience in curriculum development, evaluation procedures, and teaching techniques?"

The final trend is the duplication of existing programs. "Many of these short-term training projects... bear a striking resemblance to existing long-standing college programs"

The article concludes with recommendations that include: 1) Increasing overall funding to CJS; 2) Giving priority in funding to public and non-profit community-based training organizations; 3) Developing a national campaign to encourage women to enter non-traditional or newly-emerging occupations which pay a good salary; 4) Adopting a clear policy of favouring cooperative... arrangements between educational institutions and private or voluntary trainers; 5) Setting targets or quotas for the percentage of women to be trained in all CJS programs; 6) Establishing clear attestation, monitoring, and evaluation mechanisms; 7) Providing training for trainers; 8) Coordinating... CJS projects to ensure there is no duplication; and 9) Continuing to give funding priority to training for social assistance recipients to ensure this group... equal access to training."



# College contests showcase Ontario's top millwrights

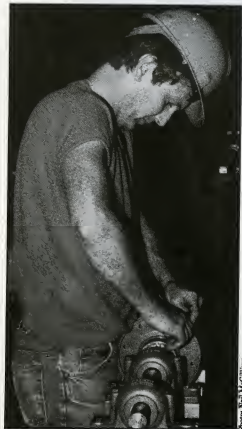
George Brown millwright competitions are attracting top talent from across Ontario - and raising the profile of the skilled trade.

A recent construction millwright contest at Casa Loma pitted eight of the province's top apprentices against each other in a gruelling two-day test of skill.

Competitors, who normally construct complex machinery on construction sites using simple tools, wrote a three-hour exam and spent up to eight-hours building a coupling mechanism from plans in the gym.

When the steel filings had cleared, Les Hartridge of Construction Millwright Local 1592 in Sarnia took top honours - and won a chance to compete in the North American finals in a few months.

In an Ontario first, George Brown also sponsored the first-ever provincial industrial millwright contest in late September. In a bid for public profile, the day-long competition was held at the Gerrard Square Shopping Mall in Toronto's east end.



*Les Hartridge of Sarnia won a provincial competition for construction millwrights held recently at Casa Loma.*



*St. James Audio-Visual Group Leader Wayne Herd as he is today - and (inset) as he was as one of George Brown's first graduating class in 1967.*

## A '67 graduate remembers: Ghostly Galleon and the Summer of Love

In San Francisco and Yorkville it was the summer of love, but down on Nassau Street, Wayne Herd was preoccupied with the Ghostly Galleon.

The Galleon was a jet black 1960 Buick LeSabre that cost \$100. It had big fins on the back - but no reverse gear.

Every weekday, Herd would drive the Galleon from his home in Etobicoke to the new Nassau Campus of George Brown, stop in front of a parking space he rented behind a house, and get out.

"I had to push this monster into the backyard," he says now, laughing.

The year was 1967, and Herd was in the last year of the new College's Electronics Technician program. In a few months he, and classmate Tony Hassel, would graduate and join the College's Audio Visual Department - where they both have worked for the last two decades.

Now a group leader at St. James Campus, Herd's memories of the early days of George Brown are in stark contrast to the media images of love-ins, beads and long hair.

"It was pretty conservative," he recalls. Students left their jeans and T-shirts at home for the weekends - going to College was almost a formal occasion.

"The guys that went to PIT (the Provincial Institute of Trades - the institution that became part of George Brown) all wore ties and jackets - and had their hair all slicked down."

Hairstyles were regularly shaped in washrooms with the help of generous

amounts of Brylcreem.

"It almost makes me sick to think of the stuff you'd get on your comb... the combs got really gucked up."

But, as Bob Dylan said, the times they were a-changin'.

The more avant-garde male George Brown students were starting to grow sideburns and goatee beards. Narrow, dark ties were being replaced with wide kipperties in bold paisley patterns. And hemlines for co-eds were inching way above the knee.

"Mini-skirts were something else," says Herd with a grin.

The extra material that didn't go into skirts and dresses found its way into pants - as wide bell-bottoms.

"My wife made me a pair of bell-bottom slacks in a wild paisley," Herd recalls.

Fashion Division Public Relations Coordinator Cynthia Ulba - who was 10 in 1967 - is researching the styles of the time for a "Back to '67 Day" at the College planned for Oct. 30.

Students and staff will be encouraged to dress appropriately for the day in period costume and special lunchtime events are being discussed, she says.

For women, period dress could mean mini-skirts, empire-waist dresses, fishnet stockings and white go-go boots - with frosted pink lipstick and hoop earrings, Ulba says.

The lapels, shirt collars, belts, ties and pant legs of fashionable men grew enormously during 1967, she says.

# Events

**Oct. 1 -** Low impact aerobic and Tai Chi classes are scheduled to start at St. James, Kensington and Casa Loma Campuses. Call Sheky Yewwoon or Deanna Oliver in the Athletics Department (ext. 3280) for times, locations and information.

**Oct. 1 - 2 -** Managing For Success, a conference for community college managers - co-sponsored by George Brown, Humber and Seneca, will be held at the Glenrinn Inn, 1675 The Collegeway, Mississauga, from 7:30 a.m. to 9:30 p.m. on Oct. 1, and from 8 a.m. to 2 p.m. on Oct. 2. Call Irene Ross in the Professional Development Department (ext. 3295) for more information.

**Oct. 6 -** Board of Governors meeting, at 6 p.m. at the Casa Loma Campus, 500 MacPherson Ave. All are welcome. Call Pat Smith (ext. 2211) if you plan to attend.

**Oct. 7 -** Men's Varsity Basketball, Durham vs. George Brown in the gymnasium at St. James Campus. Starting time is 8 p.m.

**Oct. 9 -** College closes at 3:30 p.m. for Thanksgiving Weekend.

**Oct. 12 -** Thanksgiving Day - College closed.

**Oct. 14 -** Men's Varsity Basketball, Alumni vs. George Brown, in the gymnasium at St. James Campus. Starting time is 7 p.m.

**Oct. 15 -** Graduation dinner for Instructional Effectiveness Program graduates. For more information call Maria De Notaris in the Professional Development Department (ext. 3295).

**Oct. 17 -** Men's Varsity Soccer, Redeemer vs. George Brown in the gymnasium at St. James Campus. Starting time is noon.

**Oct. 19 -** Men's Varsity Soccer, Seneca vs. George Brown in the gymnasium at St. James Campus. Starting time is 4 p.m.

**Oct. 21 -** Men's Varsity Soccer, Conestoga vs. George Brown in the gymnasium at St. James Campus. Starting time is 4 p.m.

**Oct. 23 -** Men's Varsity Basketball, St. Mary's vs. George Brown in the gymna-

sium at St. James Campus. Starting time is 8 p.m.

**Oct. 24 -** First day of three-day women's volleyball tournament, in the gymnasium of St. James campus. Eight college teams from Niagara, Sir Sandford Fleming (Peterborough and Lindsay campuses), Redeemer, Cambrian, Georgian, Humber and George Brown will compete. Starting time is 10 a.m. Should run until approximately 5 p.m.

**Oct. 24 -** 10th Anniversary Community College Part-time Teachers' Conference at Sheridan College, 1430 Trafalgar Rd., Oakville, 8 a.m. to 5 p.m. For more information call Maria De Notaris of the Professional Development Department (ext. 3295).

**Oct. 26 -** Badminton, Centennial vs. George Brown, St. James Campus. 7 p.m.

**Oct. 26 -** Most apprenticeship programs begin.

**Oct. 27 -** The Canadian Red Cross Society will hold a blood donor clinic in the atrium at St. James Campus, from 9 a.m. to 3 p.m.

## Publications, video win Ontario awards

George Brown publications and a College-produced video have won top honours in two recent province-wide competitions.

A recent edition of the College's Continuing Education Directory published by the Continuing Education and Marketing Division won two awards: An Award of Merit from the Community College Committee on Public Affairs for its general design; and an Award of Excellence from the Media Festival of the Committee on Learning Resources for its cover photograph.

The Public Affairs Committee also gave the most recent issue of *Review Magazine*, also published by the Continuing Education and Marketing Division, an Award of Merit.

The Audio-Visual Department won an Award of Merit for its video about the Ceramics program from the Committee on Learning Resources.

Last year's United Way poster won an award for Best Promotional Material given by the charitable organization.

## Ethnic groups need special programs

**Continued from page 1.** opportunities than others.

"We might be said to be poorly serving the disadvantaged sector - the illiterate, the recently arrived immigrant, and women," Hynes says.

Many people of a variety of ethnic origins are stuck in poorly paid jobs because they don't have skills - or enough English to learn those skills, the report says.

Many are also intimidated by the College itself, Hynes says.

"They don't have a tradition of going to big institutions - colleges or school boards - for help."

College staff need to be sensitive to the needs of members of different ethnic groups - and special cross-cultural and anti-racist training may help staff deal with them, she says.

Other key recommendations of the assessment include:

- That the College adopt a policy and procedures concerning race and ethnic relations.
- That every Division and Department review their services to ethnic and racial minority groups.
- That the College review entrance requirements and testing for programs with reference to the criteria applied to immigrants and non-English speakers.
- That the College provide childcare facilities for students, particularly for sole-support parents and immigrant, visible-minority, and native women.
- That the College establish a telephone information service in a variety of languages other than English.
- That the College make a commitment to on-going outreach to the ethnic and racial communities of Toronto.
- That the College work with professional associations and governments on the evaluation of credentials of foreign-trained professionals and trades people.

Tailoring programs and policies to suit Toronto's ethnic communities makes practical sense for George Brown, the report suggests.

"The College has at its doorstep, in a period of shrinking enrolment and shrinking funding, vast numbers of community members in need of a wide-variety of training programs."

A task force of staff representatives from across the College will study the 200-page report this fall. It will also be the topic of a public conference to be held in December.

# Reflect on 20 years of success- Board Chairperson

Board of Governors Chairperson Marvin Gerstein is urging present and past George Brown staff to reflect on the College's success over the last two decades.

"As we embark," he writes, "upon the 20th anniversary of the establishment of the George Brown College of Applied Arts and Technology, one must take a moment to reflect - to reflect upon the effect that each and every one of us - and our predecessors - have had in the tremendous growth and development of this institution in just two decades.

"To appreciate the successes enjoyed by the huge numbers of students who have passed through our doors in that time - to evaluate the enormous contribution that we have individually and collectively made to George Brown - is impossible.

"But it is there - the realization - as we see the magnitude of twenty years of effort today resulting in increasing enrolment and expansion of College involvement in the City of Toronto.

"My colleagues on the Board of Governors join me in expressing our deepest appreciation to all, and invite you to wholeheartedly participate with us in the special 20th anniversary programming and celebrations as they progress through the coming months."

Vice-Chairman of the Board of Peoples Jewellers, and President of the George Brown College Foundation, Gerstein has been Chairperson of George Brown's Board since 1986.

He joined the 12-person Board as a community representative in 1981, and served as Vice-Chairperson from 1984 to 1986.

## SAC battles AIDS

George Brown's Students Administrative Council (SAC) took on AIDS in its orientation packages this year with instructive literature and condoms.

About 2,000 condoms, donated by their manufacturer, were given to students along with brochures explaining the dangers of Acquired Immune Deficiency Syndrome (AIDS) and how it, and other sexually-transmitted diseases, can be avoided.

St. James SAC President Barry Woods says there was no adverse reaction to the campaign. "We wanted students to know about safe sex."



*Commercial Art student Jim Kinney created computer graphics in George Brown's computer graphics lab for a National Geographic documentary on the culture of the Incas.*

## National Geographic features student's work

The computer graphics wizardry of Commercial Art student Jim Kinney and a George Brown computer will be featured in a just-completed documentary for National Geographic.

Kinney, 28, recently spent more than 60 hours in the St. James computer graphics lab creating 20 seconds of computer-generated images that appear in the half-hour film, *Inti Raymi*, produced by independent Toronto filmmaker Pierre Lavigne for National Geographic.

The film, whose title means Festival of the Sun, is about the ancient Incan culture and how it is celebrated each year through the Festival of the Sun in Peru.

While Kinney and George Brown won't get credit when National Geographic premieres the documentary on its pay-TV Explorer series, the Canadian and international distribution rights belong to Lavigne and Kinney says both he and the College will be credited in those.

Kinney, now in the final stretch of the 40-week federal government-sponsored Commercial Art course, says he had some computer graphics training at George Brown and as a student at the University of Waterloo, but still had a lot to learn when he took on the National Geographic project.

He credits Visual Arts Chairperson Earl Walker, Third-year Graphic Design Coordinator Peter Leyden, and part-time computer graphics instructor Daria Magus, for their help.

For Kinney, the National Geographic project has helped to cement his career

aspiration of long standing.

Born in Scotland, Kinney came to Canada in 1966. But graphic design was far from his mind when he decided to study marine biology at the University of Waterloo.

"Ironically enough I thought I was going to make National Geographic films for a living." While he got his Honours BSc in 1982, a work term in Beaufort, North Carolina convinced him to forsake marine biology as a career.

"Part of a marine biologist's life is getting up at an ungodly hour, even with a hangover, and going out to sea to troll for specimens. That resolved the whole matter. I decided I wasn't going to be Jacques Cousteau."

As a result, Kinney dropped his plans for a Masters Degree and began working at a variety of jobs, including a two-year stint running a Mexican restaurant in the Swiss Alps, before being accepted into the Commercial Art program at George Brown.

While Kinney says the compensation he received for the National Geographic project didn't amount to much in dollars, it's since paid off in the form of a part-time job offer from Cabinat Studios in Toronto, a corporate computer presentation graphics firm. In addition, Kinney has applied for a part-time teaching position in computer graphics at the College. He also has his own business, Kinney Communications, so he plans to be busy after graduation. "I'm the kind of guy that when I see an opportunity, I try to make things happen for myself," says Kinney.

# Names in the News

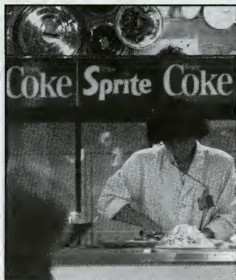
English as a Second Language instructor **Andrew Wilson** has been named Manager of the College Operational Review. The Operational Review - a complete review of George Brown's operations - was under the management of **Manfred Straka** until his recent retirement. Wilson will continue his teaching duties. His office will be in Room 102 at 146 Kendal Ave., and his extension is 2343. **Ella McCullough** will assist Wilson in his new position, and will continue her work in the Innovation Centre.

Business instructor **Bev Campbell** has been seconded from her teaching duties this fall to work on a special project concerning employment equity at the College. The study is being funded by a special grant from the Ministry of Colleges and Universities.

This is a busy fall in the International Outreach Department. Recent news includes:

- The arrival back at George Brown of **Karen O'Kain** after a year working on a development project in Jamaica.
- The visit to the College of the Assistant Secretary of Further Education of England's Department of Education - **Anthony Woolard** - who was investigating educational delivery methods in a multi-cultural environment.
- The beginning of a special program for a group of 10 students sponsored by National Manpower Youth Council in the Philippines.
- An officer of the Royal Oman Police Force also began a special program.
- Three students from Zimbabwe began a 30-week special program involving the Graphic Arts and Technology Divisions.
- **Richard Gordon**, instructor in the Engineering Department of the College of Arts, Sciences, and Technology (CAST) in Kingston, Jamaica is on a Canadian study tour - including a stop at George Brown.

New Evening Campus Supervisors in the Continuing Education and Marketing Division are **Craig Walker** at St. James Campus, **Gavin Rahaman** at Kensington, and **Michael Fitzpatrick** at Nightingale Campus.



*IT'S NOT HARD WOK - Staff of George Brown's Chinese Cooking program held demonstrations of their art for visitors to the Canadian National Exhibition in late August and early September.*

Jewellery Arts instructor **Akira Ikegami** has received a \$2,000 Ontario Arts Council Award for the excellence of his work. He has also been nominated - among a small group of Canadian artists who work in all mediums - for a \$20,000 Bronfman Award.

Novice Triathlon athlete **Rosemary Armitage** of the Human Resources Department succeeded at her first race in Owen Sound - by just finishing. "I was at the back of the pack but I didn't care," she says. "I think I'm hooked." **Shawn Kirkup** of the Finance Department finished the same three-event race in just over two hours.

Staff intested in studying, teaching, or doing research in Jiangsu - Ontario's twin province in China - should call **Donica Pottie** at (416) 978-7474.

## City College News

is a monthly publication of the Continuing Education and Marketing Division of George Brown College at 258 Adelaide St. E., Toronto, Ontario M5A 1N1. (416) 967-1212, ext. 3243. Editors: Kadi Kaljuste and Neil McGillivray. Writers: Neil McGillivray, Doreen Pitkeithly and Cindy Kleiman.

Test Centre Manager **Ray Danley** says the College's battery of functional level tests for new students has been adopted by Algonquin, Georgian, and Lambton Colleges in Ontario, as well as Vancouver Community College and the Canadian National Institute for the Blind.

The Human Resources Department has told us of the following staff changes:

New support staff include: **Robert Alcorn**, **Filomena Bertolo**, **Thomas Chassels**, **Luigi Dinunzio**, and **Jeffery Wheeler** in the Caretaking Department at St. James, **Rosa Aiello-Restaino** at Waterpark Place Daycare Centre, **Robert Ehrlich** in the Finance Department, **Stanislaw Grebowski** in the Caretaking Department at Kensington, **Jennifer Hanger** in the Ontario Skills Development Office at St. James, **Anne Smith** in Student Services at MacPherson, and **Andrew Stock** in the Futures program at St. James.

Internal transfers include: **Kenneth Banks**, who left a position with the Caretaking Department at Kensington for one in the Campus Manager's Office at Casa Loma; and **Gary Carvery**, who left the Caretaking Department at St. James for a position in the same Department at Casa Loma.

Retiring from the College are: **Phyllis Bates**, **Dale Ferrel**, **Cecelia Ratelle**, and **Edna Wilson** from the Business Division; **Greville Clarke**, **Melville Thomas**, **Catharine Thompson**, **Patrick West**, and **William Wincott** from the Academic Division; **Audrey Craine** from the Continuing Education and Marketing Division; **John Crump** and **Kathleen Goodhind** from the Health Sciences Division; **John Earle**, **Gust Paggos** and **Albert Zirniss** from the Physical Resources Department; **Michael Fischer** from the Graphic Arts Division; **Thomas McCallum** from the Technology Division; **John Gagahan** from the Student Services Department; **Murray Schwenger** and **Catherine Tendler** from the Fashion Division; and **Gerry Villeneuve** from the Registrar's Department.

Leaving the College are: **Maria Cartaxo**, **James Fitzpatrick**, **Mary Gordon**, **Leah Harrington**, **Clive Khan**, **Gus Mancini**, **Peter May**, **Franca Sardo**, **Clarence Smith**, and **Christina Ward**.